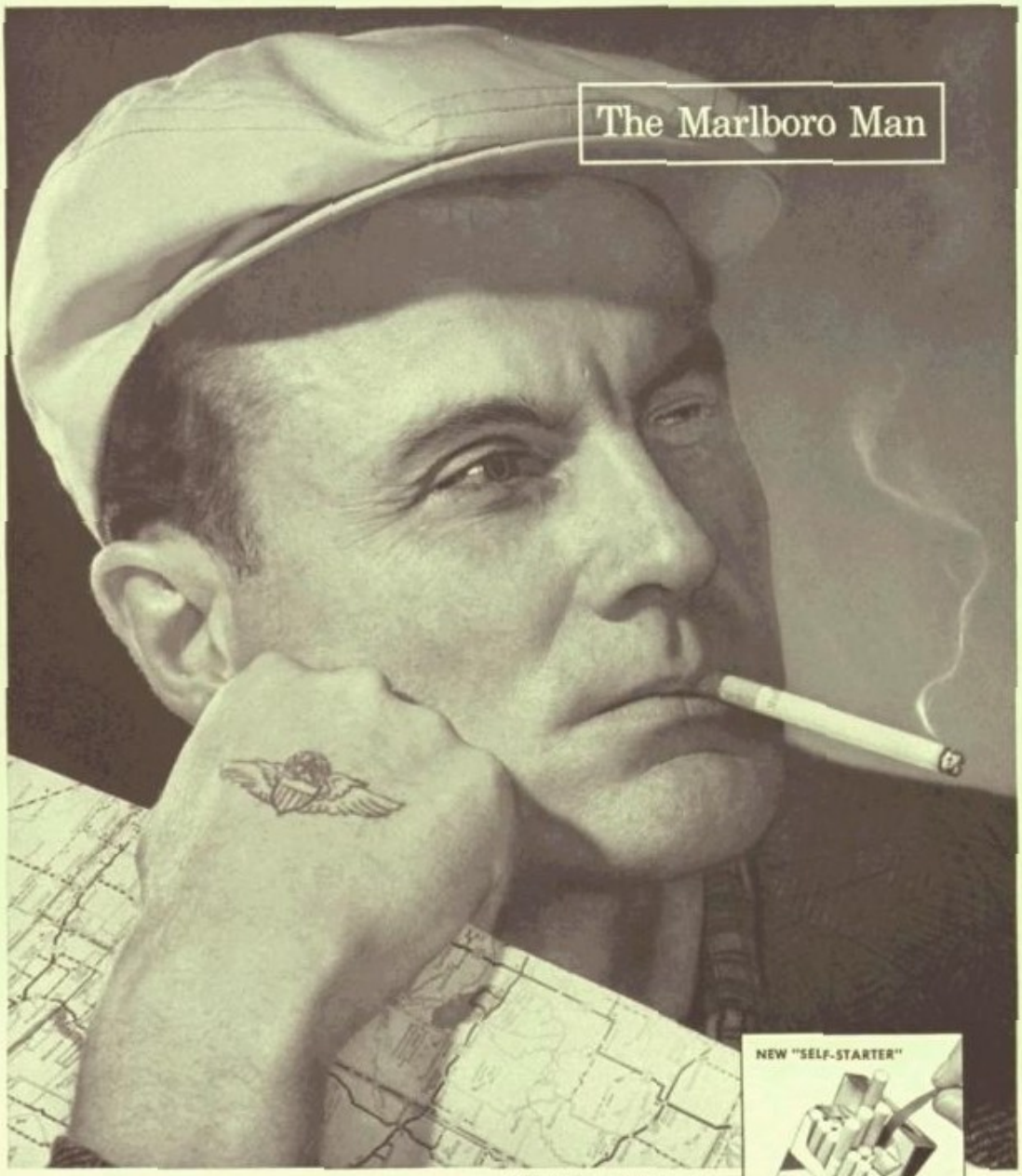
LEO BURNETT COMPANY, *Inc.*
Ad No. 486—Req. No. 67713—1 page—B&W—bleed—8½ x 11¼—American Legion, September, 1957 (B)

#486 "Route Map"



A lot of man . . . a lot of cigarette

"He gets a lot to like—filter, flavor, flip-top box." The works.

A filter that means business. An easy draw that's all flavor. And the flip-top box that ends crushed cigarettes.

(MADE IN RICHMOND, VIRGINIA, FROM A PRIZED RECIPE)

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